

# Technology in Rural Transportation

A recent study documented more than eighty proven, cost-effective, “low-tech” solutions to rural transportation needs, most developed or implemented by local transportation professionals. One of these solutions is outlined below:



Learn all about the simple solutions on the Internet at <http://inform.enterprise.prog.org>

The simple solutions report is available from Hau To at (503) 892-2533, or email: [to@crc-corp.com](mailto:to@crc-corp.com)

## Work Zone Signage using Changeable Message Signs (CMS)

|                                     |  |
|-------------------------------------|--|
| <b>Overall goal:</b>                | To notify the traveling public of upcoming or existing construction and maintenance activities.  |
| <b>Technical approach:</b>          | Mobile CMS are being deployed that can be controlled remotely via telephone lines. A telephone call to the CMS changes the message being displayed. There is no fixed message set for the CMS--any appropriate text message can be programmed for display. The CMS are portable and are utilized at either end of a construction, maintenance, or road closure zone. |
| <b>Current status:</b>              | Two CMS, comprising one work zone advisory system, have been in use for a number of years.   |
| <b>Location / geographic scope:</b> | The system is utilized in Dane County, Wisconsin, which has an area of approximately 1,200 square miles. Portable CMS may be rented from warning-sign equipment companies. Many state DOT's and other municipalities are using them.   |
| <b>Agencies involved:</b>           | Dane County.   |
| <b>Cost information:</b>            | The CMS cost \$25,000 each. The National Highway Transportation Safety Administration (NHTSA) provided funding for one unit and Dane County purchased the other unit.  |
| <b>Key contacts:</b>                | John Norwell, Dane County. (608) 266-4011  |
| <b>Have goals been achieved?</b>    | Yes. The county has received excellent feedback from in-house personnel, including maintenance workers and field supervisors, as well as from the traveling public. Travelers like and respond well to the advance notification of construction and maintenance activities. Dane County would like to  |



# Technology in Rural Transportation

A recent study documented more than eighty proven, cost-effective, “low-tech” solutions to rural transportation needs, most developed or implemented by local transportation professionals. One of these solutions is outlined below:



## Solution timeline:

expand the program to include more CMS purchases for stationary sites in high-density travel areas. These new units would be used for event information, incident management, and construction zone notification.

Currently, the county is competing against Capital Improvement Projects in the state Department of Transportation’s budget for Federal Highway Administration (FHWA) funds to expand this program.

